

**Dienger, Whitney**

#64530 version 1

\$7075 53 spots

**From:** Jacobs, Sarah

**Sent:** Tuesday, October 09, 2012 9:59 AM

**To:** Dienger, Whitney

**Subject:** FW: JOSH MANDEL

OK, we need to re-book Mandel for 10/23 through Election day.  
The original order that was sent on 7/1.

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**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]

**Sent:** Tuesday, October 09, 2012 9:52 AM

**To:** Daniel.baylog@scripps.com; Jacobs, Sarah; bsommerkamp@hearst.com; agoetz@fox19.com; amuro@sbgnet.com; youngb@wews.com; Zarlenga, John (John.Zarlenga@fox8.com); Kizler, Denel (dkizler@wkyc.gannett.com); Morley, Renee (RMorley@woio.com); bobm@wmfd.com; Lori Bruch (lbruch@wbxx.com); Ryan Hayes (Ryan.Hayes@10tv.com); Jon.Myers@10tv.com; TVivo@wcmh.com; lluthman@sbgnet.com; tdangelo@sbgnet.com; Gary G. Vogel (ggvogel@sbgnet.com); Kathy Umbreit (Kathy.Umbreit@WDTN.com); Michelle.Teska@cmgohio.com; ckemper@sbgnet.com; Dave Cook (dcook@wllo.com); Isaunders@wtol.com; Ambron, Ian (Ian.Ambron@petrymedia.com); Gerken, Mary (mary.gerken@13abc.com); youngb@wews.com; Vogt, Jodi (jvogt@wnwo.com); Doug Pickrell (dpickrell@whizmediagroup.com)

**Cc:** Kegan Beran

**Subject:** RE: JOSH MANDEL

All,

Please cancel est 2452 through Oct 23 for Mandel. Strategic Media Services is placing the next buy

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**From:** Whitney Eversole

**Sent:** Thursday, October 04, 2012 3:04 PM

**To:** Daniel.baylog@scripps.com; SJacobs@local12.com; bsommerkamp@hearst.com; agoetz@fox19.com; amuro@sbgnet.com; youngb@wews.com; Zarlenga, John (John.Zarlenga@fox8.com); Kizler, Denel (dkizler@wkyc.gannett.com); Morley, Renee (RMorley@woio.com); bobm@wmfd.com; Lori Bruch (lbruch@wbxx.com); Ryan Hayes (Ryan.Hayes@10tv.com); Jon.Myers@10tv.com; TVivo@wcmh.com; lluthman@sbgnet.com; tdangelo@sbgnet.com; Gary G. Vogel (ggvogel@sbgnet.com); Kathy Umbreit (Kathy.Umbreit@WDTN.com); Michelle.Teska@cmgohio.com; ckemper@sbgnet.com; Dave Cook (dcook@wllo.com); Isaunders@wtol.com; Ambron, Ian (Ian.Ambron@petrymedia.com); Gerken, Mary (mary.gerken@13abc.com); Vogt, Jodi (jvogt@wnwo.com); Doug Pickrell (dpickrell@whizmediagroup.com)

10/9/2012

**Cc:** Kegan Beran; 'Bob Clegg' (bobclegg@ameritech.net)  
**Subject:** JOSH MANDEL  
**Importance:** High

Note from Kegan Beran:

All-right.....For Josh Mandel:

OCT9-OCT23 will be a Mandel/NRSC Coordinated flight. SMP will not be placing & the buy will come out of Midwest (Clegg CC'd on this email)

The dollar totals will not be identical with what we've reserved; therefore, Midwest will have to revise the buys. SMP will also be placing some candidate direct dollars on top of what Midwest places. NOTE: These are not cancellations...This is a revision and I assure you with the campaign direct dollars, on top of the coordinated dollars from Midwest.....we will be honoring our financial commitment.

Post OCT23 the buys will come from SMP.

Does everyone follow this?

Please follow up with Kegan/Bob if you have any specific questions or concerns ,  
Kegan Beran- 740-201-5510

Whitney Eversole

***The Strategy Group for Media/Strategic Media Placement***

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[weversole@strategygroupmedia.com](mailto:weversole@strategygroupmedia.com)

O. 740-201-5530

M. 614-537-1390

The Gooding House



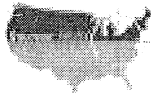
# OH US SEN JOSH MANDEL OCT9-NOV6 TV

Revision #: 0 Date: 7/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2452  
 Media: TV Description: OH- US SEN JOSH MANDEL OCT9-NOV 6 TV  
 Product: GENERAL Flight Start Date: 10/8/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 11/6/12 2:00:00 PM  
 Primary Demo: Adults 35+  
 Separation between spots: 30 Buyer: Whitney Eversole

10/9 rev  
 re-book 10/24-11/6 only  
 # 64530

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots	Adults 35+		
						10/8	10/15	10/22	10/29	11/5		RTG	CPP	
EKRC-TV														
104	MTuWThF 7:00a-8:00a GD MRN CINN@7	EM	\$50.00	\$42.50	30	3	5	5	5	2	20	0.5	\$100.00	
105	MTuWThF 12:00p-12:30p LOCAL12 NWS-NN	DT	\$50.00	\$42.50	30	3	5	5	5	2	20	0.3	\$166.67	
106	MTuWThF 7:00p-7:30p TWO & HALF MEN	PA	\$250.00	\$212.50	30	3	4	4	4	1	16	1.1	\$227.27	
107	MTuWThF 7:30p-8:00p HOW-MET-MOTHER	PA	\$250.00	\$212.50	30	3	4	4	4	1	16	0.6	\$416.67	
108	MTuWThFSaSu 10:00p-10:35p LOCAL12 NWS@10<	RT	\$125.00	\$106.25	30	4	5	5	5	1	20	0.9	\$138.89	
Total Spots:											92		\$118.06	
Total GRP/GIMP(000):													61.2	
Total Cost:			\$12,500.00	\$10,625.00								Total CPP/CPM:	\$204.25	
													\$173.61	
Total														
OCT 12			\$8,550.00	\$7,267.50								62		



# OH US SEN JOSH MANDEL OCT9-NOV6 TV

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Product: GENERAL Flight Start Date: 10/8/12 5:00:00 AM  
Market: Cincinnati Flight End Date: 11/6/12 2:00:00 PM  
Primary Demo: Adults 35+  
Separation between spots: 30 Buyer: Whitney Eversole

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots	Adults 35+ <div>RTG CPP</div>
						10/8	10/15	10/22	10/29	11/5		
EKRC-TV												
		NOV 12	\$3,950.00	\$3,357.50							30	

Signature: \_\_\_\_\_

Disclaimer:



# Summary by Station/System

Date: 7/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2452  
Media: TV Description: OH- US SEN JOSH MANDEL OCT9-NOV 6 TV  
Product: GENERAL Flight Start Date: 10/8/12 5:00:00 AM  
Market: Cincinnati Flight End Date: 11/6/12 2:00:00 PM  
Primary Demo: Adults 35+  
Separation between spots: 30 Buyer: Whitney Eversole

Station	Total Spots	STN Gross	PCT	STN Net		Adults 35+			
				PCT		STN GR CPP	STN NET CPP	GRP	PCT
EKRC-TV	92	\$12,500.00	100%	\$10,625.00	100%	\$204.25	\$173.61	61.2	100%
Market Total:	92	\$12,500.00		\$10,625.00		\$204.25	\$173.61	61.2	



Order / Rev:	64530	Advertiser:	Josh Mandel fo Ohio US Senate
Alt Order #:		Product Desc:	2452
Flight Dates:	10/24/12 - 11/06/12	Estimate:	2452

CW Cincinnati

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	EKRC	10/24/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	4	\$250.00	P-3	0.00	NM	9	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	4	\$250.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	4	\$250.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$250.00	0.00								
N 4	EKRC	10/24/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	4	\$250.00	P-3	0.00	NM	9	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	4	\$250.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	4	\$250.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$250.00	0.00								
N 5	EKRC	10/24/12	11/05/12	M-Su 10p Local 12 News M-Su 10p Local 12 News	CM	10p-1035p	MTWTFSS	:30	5	\$125.00	P-3	0.00	NM	11	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTFSS	5	\$125.00	0.00								
		Week: 10/29/12	11/04/12	MTWTFSS	5	\$125.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$125.00	0.00								
													Totals	53	\$7,075.00